



TRABAJO DE FIN DE GRADO

« LANGUAGE, ADVERTISING AND GENDER ROLES »

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Resumen

El objetivo principal de este estudio es proporcionar un profundo análisis teórico-práctico sobre el lenguaje de género en publicidad. Después de revisar una amplia bibliografía relacionada con este campo, hemos estudiado una selección de anuncios de Televisión y revistas para comprobar las hipótesis que afirman que las diferencias de género del lenguaje deberían estar reflejadas en los anuncios publicitarios.

Discutiremos que las características del lenguaje masculino y femenino que aparecen en los anuncios dirigidos a una audiencia específica y tienen un reflejo en la recepción por parte de la audiencia a la que pretende llegar.

Palabras clave: público objetivo, roles de género, lenguaje publicitario.

Abstract

The main aim of this study is to provide a deep theoretical and practical analysis of gender language in advertising. After reviewing a large bibliography on this topic, a selection of TV and magazine adverts have been studied to put to test the hypothesis that gender differences in language should be reflected in advertisements.

We will argue that male and female language features appear in gender targeted adverts and have a reflection on reception by the intended audience.

Key words: target audience, gender roles, advertising language.

1. Introduction

In the present day, advertising has become an indispensable tool in our daily lives, to the point that it can influence or even change our way of thinking. Besides being a source of information that makes people aware of the existence or availability of a new item in the market, it also works as a persuasive weapon which creates needs in the audience. In other words, through presenting their products or services in the advertisements, they make us think that we need those products to carry on in our daily lives because the ones that we have at home have become obsolete or are not good enough. We need to buy the new detergent because the one we bought few days ago is not effective or we have to hire a new car insurance because ours is not safe. We are constantly told what is good or bad, what should we buy, think or, in some way, how we should behave, to the extent that we do not realise that we are becoming slaves of advertising.

However, this is not the only goal of this resource. It also also plays a didactic role in the sense that it tries to educate or make people aware of important matters. For instance some NGOs make use of advertising to raise people's awareness about important social issues, in order to gain moral or economic support from the audience to help people living in a bad situation. With similar aims, governments launch advertising campaigns warning about traffic accidents or sexually transmitted diseases, or trying to educate people about saving water, having a healthy food habits, and many other things.

As we can realise, advertising plays a crucial role in the society and the economy of a country, becoming an important source of incomes, not only because of its economical implications, but also due its human effects . Advertisers' most important aim is to catch the audience's attention in a way that they are mesmerized by their products, creating memorable adverts, using catchy songs and phrases, attractive colours and images and, of course, “seductive” messages that can be easily remembered. Here it is when language

comes into play. It is undeniable that language constitutes a significant part of our daily lives. We use it constantly to communicate with other people in our everyday life, to deliver a political speech appealing the population of a country, or to give a presentation addressing certain sector of society. However, we do not use language only with a communicative goal, but we also use it to perform actions and to persuade other people to carry out those actions, as reflected in Austin's (1962) Speech Act Theory.¹ In the same way, language becomes a powerful and indispensable tool in advertising, because words constitute an important way to carry out this work that the advertiser has to develop. As Lakoff (1975:45) states in *Language and Woman's Place* "Language uses us as much as we use language".

In order to catch the audience's attention, the advertiser must take into account a number of factors that are essential for people to feel attracted by a product, among others the age, the social class or the gender of the individuals that the advertisement is trying to appeal to. The advertiser must target the audience to produce a persuasive effect on them. From all of these factors, I have decided to focus on the language differences in advertising language due to gender, which constitutes, from my point of view, one of the most important factors to take into account when creating successful adverts.

In everyday life, men and women play different roles, and these stereotypes have a reflection in the way they behave, and even in the way they speak. Many studies prove that men and women communicate in a different way. These studies classify the differences in several fields: syntactic, semantic, lexical, phonological and pragmatic aspects. Advertisers, aware of this fact, take profit of these contrasts by playing with words in order to adapt the message to the target audience, that is, to male and female audience.

The language employed in the adverts is an indispensable tool to make sure that the message will be received by each audience in a particular way. This

¹. This is the basic claim of Austin (1962) and Searle's (1975) Speech Act Theory, which emerged as a reaction to theories focused on language structures and individual sentences and analyzed them just looking at their descriptive qualities. By contrast, this theory described utterances in terms of the actions they perform, so the meaning could change depending on the context.

will also help to guarantee that the sector being addressed feels identified with the product, the behaviour and the language used by the people appearing in those particular ads. It is true that these roles are quickly changing in the present; however, the stereotypes still serve to make a distinction between sexes in advertising, proving to be very effective in reaching the audience and helping to increase sales.

As we have mentioned before, in this document I intend to analyse whether the gender differences in language, found in previous studies, are really reflected in advertisements with the aim of helping to target a specific audience. The main goal of this study is to find out how the admen use language, which kind of words, phrases and structures they use and why. Advertisers have to consider that the type of nouns or adjectives, for instance, are different depending on the gender. Because of that, they have to be very careful when doing the words' election, avoiding mistakes like using aggressive words in female-targeted adverts or extremely cheesy words in men-oriented ads.

Since advertisers have to take into account many variables in order to achieve their objectives, creating an advertising campaign turns out to be an extremely difficult task for them. They have to choose cautiously the words they use, with language becoming a constituent of primary significance.

To investigate how gender differences are reflected in advertising, we have performed a close analysis of 33 different ads taken from TV and from several popular magazines. 21 of them are TV ads taken mostly from an online database, and the remaining adverts have been taken from various magazines, half of them women's magazines such as *Vogue* and *Cosmopolitan*, and the other half from men's magazines, such as *Esquire* and *FHM*.²

The study is divided into 6 sections: this first section is a brief introduction about the topic in question; in section two I provide the theoretical background required for the close analysis of the 33 ads, exploring gender roles, the way

². The way in which this selection has been done will be deeply explained in section 3.1.

the advertisers target the audience and the several factors influencing the speech style employed in the ads; in section 3 I develop the practical analysis and discussion of the chosen advertisements; section 4 collects the final conclusions reached from the analysis; and finally sections 5 and 6 contain the appendix (including the transcription of the ads) and the bibliography, respectively.

2.Theoretical Background

2.1.Advertising

We are constantly in contact with advertising, when we listen to the radio, when we read the newspaper or a magazine, when we turn the TV on, when we surf on the internet, and even when we are calmly walking through the streets, there is no way to avoid it, it is part of our lives and we are not completely aware of the great influence it has on our individual minds. That is why advertising plays an essential role in society and, of course, has become a crucial factor in the economy of a country. In the last few years, with the market growing and the great variety of products that exist, businesses are increasingly considering the magnitude of this tool and they are taking profit from it as a way to inform the people of the existence of their product. They highlight its characteristics and advantages, making it as attractive as possible, since there are a lot of enterprises competing for the same customers. As Sadek-Endrawes (2008: 6) explains in his thesis “a successful advertisement can lead a company to great profits whereas an unfortunate commercial can drive a company to bankruptcy”. Thus, advertising is of crucial importance, emerging as one of the main source of income for the companies. Advertisements and the reaction that they provoke on the customers are directly linked to the increase or decrease of the sales. This fact makes of ads a powerful element to be carefully taken into consideration.

2.2. Language in advertising

Language is the reflection of our personality and the way we think. Language constitutes a very important part of our identity, serving us to express our opinions and feelings, and also, telling us many things about other people, so it constitutes a very important piece of our identity³. Likewise, Vestergaard (1985: 73) argued that advertising is inevitably linked to identity:

One of the assumptions underlying their strategic work is that advertisements should work on each reader's need for an identity, on the individual's need to expose himself / herself to lifestyles and values which confirm the validity of his / her own lifestyle and values, thereby making sense of the world and his / her place in it.

For these reasons, among others, language has become one of the main tools in advertising, and, advertisers use it for their own benefit, playing with words to manipulate the customers' minds in order for them to feel attracted by their products. As Usunier (2000: 462) argued:

Advertisers use language quite distinctively: there are surely advantages in creating bizarre and controversial declarations in strange ways as well as communicating with people using easy, simple and not complicated language.

Therefore, the choice and usage of certain words constitute a significant factor when making an advertisement, as it can determine the success of the advertised product. The words must fit with the language of the audience to which the ad is directed, and it has to be clear and direct, for the message to be easily remembered, to be kept in the audience's mind. This way, the advert will successfully reach the target audience.

2.3. Gender in language

³. Lina Gyllgard supported the theory of language linked to personal identity and in the way it has an impact on the way that others see us - "we are often judged by how we speak and write" (Gyllgard, 2006: 1)

It goes without saying that men and women are different, but these differences are not only physical. There are another series of factors by which we can figure out whether a person is male or female: the voice is one of them, but it is also important the way we talk, the form in which we express says a lot about us, but primarily it talks about our personality and our gender. But, what is this differentiation due to?

Romaine (1999) was a pioneer in presenting the theory that these differences are related to biological and social factors, being the sex the invariable factor determined by birth, while gender is linked to the social behaviour. As Eckert and McConnell-Ginet (2003: 10) explained:

Sex is a biological categorization based primarily on reproductive potential, whereas gender is the social elaboration of biological sex. Gender builds on biological sex, it exaggerates biological difference.

Her claim is that from birth, we imitate the behaviour of our father or mother, or of the people of our same sex who are around us, determining our “learned” behaviour associated to the term gender.

However, other linguists think that this difference is not only a biological or social difference, but it is much more complex than that. Doing a deeper analysis on these dissimilarities, it emerged the Difference theory.⁴ This theory defended that gender differences are not determined by birth, but developed during the childhood, when parents use different words and different ways of speaking depending on their children's sex. This hypothesis also upholds that men and women represent different sub-cultures and that is the reason why they speak differently. Starting from this point, Deborah Tannen (1990) carried out a further analysis on this field, supporting her study in six different explanatory sub-categories, which reflect the way in which men and women use language:

⁴. - The Difference Theory was inspired by the studies of John Gumperz on cross-cultural communication.

1 – Status vs. support

Men see language as a way to show their dominance, they grow up thinking that conversation is a competition in which they have to prove that no one can dominate them. However, women use conversation as a tool to have their ideas supported by others, they need to get other's acceptance to feel confident and connected to other people.

2 – Independence vs. intimacy

Intimacy is key in a world of connection where individuals negotiate complex networks of friendship, minimize differences, try to reach consensus, and avoid the appearance of superiority, which would highlight differences. In a world of status, independence is key, because a primary means of establishing status is to tell others what to do. (Tannen, 1990: 10)

Men and women tend to have opposite views of the same situation. In a context in which one has to take a decision (telling a friend to stay the night at home), the woman will usually feel like she has to consult with her husband, to “gain his acceptance”. On the other hand, the husband will tell his friend to stay without doing any consultation, because by doing it he would seem weak and dependent, which would not be the proper behaviour of a “real man”.

3 – Advice vs. understanding

Men usually think that when someone is complaining, they are challenging them to find a solution for his/her problem, so he will immediately take control of the situation and will offer himself to solve it. Instead of that, what women expect by doing a complaint is to gain support and understanding, they want their husband or brother to sympathize with them instead of telling what should they do.

4 – Information vs. feelings

This sub-category states that men are more concerned with the facts, while women are more linked to feelings. Because of that, we think that women normally talk more about trivial matters, while men will go directly to the point, giving as much information as it is required.

5 – Orders vs. proposals

Women tend to use indirect forms or proposals like “Let’s...!”, “why don’t we...?” in order to ask someone to do something, while men are completely the opposite, they use and prefer to hear direct orders or imperative forms.

6 – Conflict vs. compromise

When involved in an argument, women prefer not to openly show their opinion in order to prevent a fight, so they will find a middle ground. Meanwhile, men will not easily accede, they will try to resist and say what they think.

Dominance theory comes almost hand in hand with Difference (Lakoff, 1975; Cameron, 2011) theory (Daniel Maltz & Ruth Borker, 1982; Tannen, 1990; Coates, 1993). This theory claims that the differences in language are due to the fact that men have always had a dominant role at work and at home as opposed to women. Thus, in a mixed-sex conversation, it was found that men usually did more interruptions than women, as a strategy they used in order to get their conversational goals, i.e., in men's case, to dominate the talk. As Phillips (2003: 258) stated:

Men dominate public talk, and not just in village-level politics, and not just in non-western societies. Even if this talk has been influenced backstage by women, whatever is accomplished by its production, in activities conceptualized as public ideologically, men are talking and women are not.

Public talk has always seemed to be a man's thing, and this could be the reason why women seem to be inferior than men in linguistic matters. However, some theorists, for instance Cameron (2011: 3) think that it is completely the other way around:

When it comes to language, the new biologism certainly doesn't say that women are inferior to men. Some versions of it imply that women are linguistically superior, but the line taken explicitly is that the two sexes have differing and complementary verbal abilities, which are expressed in their typical patterns of verbal behaviour.

The studies about Dominance theory have their basis on the pioneer study of Robin Lakoff in her book *Language and Woman's Place*, in which she stated that “The marginality and powerless of women is reflected in both the ways women are expected to speak, and the ways in which women are spoken of.” (Lakoff, 1975: 45)

Of course, men and women are mostly different, they play different roles in everyday life because they are educated in a different way, and the language is just a reflection of these differences. In the next two sections, these roles are going to be more deeply explained.

2.3.1. Gender roles

From childhood, men and women are treated and educated differently so they do not only have to learn a language, but also the gender role in language which they have to play, which is mainly determined by society. From childhood, girls are taught to be more careful when using language and they learn to speak in a more “correct” way than boys, who do not care about that.⁵ Girls have to fit in the role of the “proper lady” and that is why they learn to talk more politely. Men however use language to show their strength and dominance, and this is why they do not really care about using polite forms. This behaviour comes from ancient times, when women, who were expected to be lovely and innocent, were condemned when using vulgar language, while men were not. As a consequence, boys' speech is more competitive, while girls' is cooperative: “Girls often try to create and maintain a relationship of closeness and equality” (Tannen, 1993: 87).

⁵. That is because parents tend to correct girls more than boys, as Lina Gyllgard (2006) argued in her study about Swedish students.

One of the main reasons for this contrast lies on the relation between mother and children, which causes this behaviour as a result of the education that they have to give to their children, since they usually share most of time with them and constitute a model of behaviour, as Cameron (2011: 5) states:

Some theorists think that the mother-child bond is the primary reason why women came to specialize in empathetic and cooperative speech, through it is helpful for other relationships as well. In any case, both sets of theorists agree that these skills would have been less well developed in males.

Furthermore, most theorists affirm that women speak more than men, and mostly speak about feelings and trivial issues, while men go to the point,. Lakoff (1975: 45) explains it as follows: “ 'Woman's language' has as a foundation the attitude that women are marginal to the serious concerns of life, which are pre-empted by men.”

As Coates (1993: 204) explains language and gender are inevitably linked and both are “developed through our participation in everyday social practice”, so it is the society who creates gender behaviours.

2.4.Targeting the audience

As we mentioned before, language is one of the clues for the advertising success, so it is essential to do the word selection very carefully before launching an advertising campaign. Publishers must consider the different variables that must be taken into account (the age, the gender, the status...) in order to ensure that the product reaches the target audience and they feel identified with it. During this selection process, the gender factor is a very important one to be considered, so advertisers have to carefully study and review the gender stereotypes to avoid mistakes. In her book Deborah Tannen (1990) established different patterns or stereotypes for men and women

behaviour:

| Women: | Men: |
|---------------------------|--------------------------------|
| Talk too much | Get more airtime |
| Speak in private contexts | Speak in public |
| Build relations | Negotiate status/avoid failure |
| Overlap | Speak one at a time |
| Speak symmetrically | Speak asymmetrically |

These stereotypes, among others, are the ones that have to be considered by publishers and have to be applied to the adverts, in a way that the “protagonist” of the advert will be a reflection of the people who will see the advert at home, since they are who will ultimately decide to buy the product or not. They have to be aware of women and men's likes and dislikes, and of the way they would like to see their products displayed on the screen, who they would like to do the commercials, and which tools they have to use in order to catch their attention. Another element to be taken into account to hold audience's attention is that men prefer products “untouched” by women.⁶ Men feel upset when a brand that makes products for men includes products made for the female sex, and also when these products directed to men are advertised by women, particularly when the brand or product is a symbol of their masculinity or of the particular features that make them feel like men. This phenomenon is called “gender contamination”. This term was first introduced by HBS Senior lecturer Jill Avery, as Nobel explained:

Gender contamination occurs when one gender is using a brand as a symbol of their masculinity or femininity, and the incursion of the other gender into the brand threatens that.⁷

If we think about it, we usually opt for one product or another depending on our sex, and that is because we associate the brands to the gender. For example, is the iced tea Nestea a product just for women or the energy drink Powerade

⁶. There are many studies that verify this theory, such as the pioneer study by Jill Avery (2013).

⁷. Quotation taken from the article 'Gender Contamination: Why Men Prefer Products Untouched by Women', published by Carmen Nobel in the Forbes Magazine.

just for men? Since Powerade has a more aggressive appearance it seems to be more masculine, while Nestea ends to be a “girly drink”. Another example could be Diet Coke, which is often associated to women just because they are usually more worried about maintaining their figure and about not being fat than men, who apparently do not worry about these matters. However, it is worth mentioning that this is something that is quickly changing, that is, that men nowadays seem to care about their physical appearance in a similar way than women do.

It should not be like this, but we are often guided by the colour of the item, its features, its appearance and many other factors, and it help limit the product to a specific gender.

While, as I said before, men seem to be very concerned or upset with the idea of women “usurping” their brands or adverts, women do not seem to worry about this. It seems that they even like it when a male appears in a 'woman's spot', because this could be an indication that the male dominance gender roles are changing. Thus, today we can find a number of ads of women's products (like detergent) performed by men, while it is almost impossible to find it in the other way around.

Targeting the audience in the appropriate manner is the most important part when making commercials, publishers have to take up a lot of time and dedication to make the correct choices, the sector of the audience in question have to feel that the product have been specially made for them.

2.4.1. Topic choices

In advertising and in our daily life, men and women show to have different interests, and also talk about different topics, which is something that publishers must reflect in their adverts. Usually, most of brands are associated to one gender or another, and it depends on the kind of product and the features

of the product that they commercialize. Men tend to talk more about sports, physical strength and “important” issues, while women are more frequently associated with home activities, fantasy and trivial concerns. In addition, women are more related to their feelings (rapport talk), while men tend to do informative talks (report talk)⁷ This is the reason why the topics of men's adverts are often related to sports, energy drinks, beer, etc. while most of women's commercials are about detergents, electrical appliances or food, “women are much more likely to be pictured as dependent in advertising, and much more likely to be pictured at home than males” (Chisholm: 2014) Currently, these roles are changing little by little, and we can appreciate that in the last years, gender in advertising is becoming more equal to both sexes, so there are men doing woman's advertisements or vice versa, but stereotypes and role portrayals are still important factors.

2.4.2. Manner of speaking

As we mentioned earlier, women are more linked to standard speech than men, who make more use of slang and informal language. As Romaine (2003: 103) explains this is surprising, as it is men who enjoy a more privileged position in society:

After all, it is in some respects paradoxical that women should tend to use the more prestigious variants when most societies accord higher status and power to men [...] We could just as easily ask instead why men tend to use the standard less often than women of the same status.

However, there exist some reasons for this behaviour. One of the possible explanations has been put forward by Lakoff (1975) who argued that men gain 'covert' prestige by speaking non-standardly while women are more worried about using the standard variety, associated with the 'overt' prestige.

⁷. This differentiation was first made by Tannen (1990).

In the past, men enjoyed all the power, privileges and economy at home and in society in general, and these rights were restricted to women. For this reason, women tried to look for features that made them feel “privileged”, and they found this in the use of standard language. As Romaine (2003: 104) argued in her contribution to *The Handbook of Language and Gender*, “The only capital a woman can accumulate is symbolic”. So this could be another sign of women's powerlessness in society.

Furthermore, in the Victorian Age, “speaking properly” or using standard English was a symbol of femininity, something that a “proper lady” should have.

In addition to that, women tend to hypercorrect grammar, they are more grammatically correct than men and also more polite, and men tend to use more swear words and slang (Poynton, 1989: 67). As Trudgill (2000) argued “is traditionally more acceptable for men to swear and use taboo language than it is for women”. An idea also supported by Lakoff (1975). Men are have become more familiar with irony and the use of jokes.⁸

Usually, men tend to interrupt more than women in conversation (Tannen, 1990), as a way of dominate the talk, showing their influence and masculinity, while women are more cooperative to establish a conversational connection, as Cameron (2011) stated. Swann (1992) also affirmed that because of their cooperative speech, women tend to supply more “conversational support” with expressions such as 'Yeah' and 'Right'.

It is also believed that women talk more than men. According to Poynton (1989: 72) “there is limited evidence that girls produce longer sentences than boys but that in adulthood the reverse may be true”. But some theorists think that in speaking, men tend to use a bigger amount of words than women do, and just the other way around in writing terms (Mulac & Lundell, 1994). In addition, Mulac, Seibold and Farris (2000) also stated that males do not speak

⁸- “Coser (1960) recorded verbal interactions involving humor at 20 staff meetings of a mental hospital. She found that senior staff members (psychiatrists) made more jokes than junior staff members (paramedics) and that men made more witticisms than women (99 out of 103)”.

less than women, but they use shorter sentences.

Regarding the sentences' intention, men are more direct and they usually make use of imperatives, while women are more indirect, softening the words, making proposals ('Let's...', 'Why don't we...?') (Tannen, 1990)

It is worth mentioning that “females tend to speak in one way and males in another, but there are no forms which are exclusively female or male, and there is always an overlap between the sexes”(Swaan: 1992), roles are changing in the present times and it also depends on the specific individual in question, it is not something that can be totally generalized to one sex or another.

2.4.3.Types of phrases and intonation

It is not only the manner of speaking that differs between males and females' language, but, in general, they also use some phrases with more or less frequency depending on their gender.

Lakoff (1975: 54) claims that women have a tendency to use more tag questions than men: “A tag, in its usage as well as its syntactic shape (in English) is midway between an outright statement and a yes-no question”. The use of tags can be determined by different factors, depending on the context and on the speaker's intentions. Lakoff (1975: 54-55) explains its use as follows:

A tag question [...] is used when the speaker is stating a claim, but lacks full confidence in the truth of that claim [...] Sometimes we find a tag-question used in cases where the speaker knows as well as the addressee what the answer must be, and doesn't need confirmation.

[...] In discussing personal feelings or opinions, only the speaker normally has any way of knowing the correct answer. [...] where it is the speaker's opinions, rather than perceptions, for which corroboration is sought.

In the last case, the use of tag questions can be attributed to the insecurity or

lack of self-confidence, this last criticism being mainly attributed to the female sex. However, women do not only make more use of tag questions than men, but of questions in general.⁹ This represents a symbol of women's insecurity and need for support. However, in a later study Newman, Groom, : Handelman, Pennebaker (2008: 213) found that:

“In a comparison of 36 female and 50 male managers giving professional criticism in a role play, it was the *men* who used significantly more negations and asked more questions, and the women who used more directives”)¹⁰

In addition to the tag questions, Lakoff (1975) also concluded that females use more 'hedges' (such as 'sort of', 'kind of...') than males. The explanation of this fact, according to Newman, Groom, Handelman and Pennebaker (2008: 213) is that “A related interpretation of women’s use of hedge phrases is that women are more reluctant to force their views on another person”. This could be either a symbol of positive politeness, but this could also be wether a sign of uncertainty or of the historical woman's lack of authority and inferiority; that is why the use of hedges is more widespread among women.

In terms of intonation, in addition to using more interrogatives than men, women also employ more exclamatives, perhaps because they are more likely to express feelings than men are used to.

2.4.4. Word type

Usually, women tend to choose words more carefully than men, due to the fact that their motherly figures, that do not allow them to do a frequent use of bad forms or swear words¹¹

Furthermore, each person, depending on their gender receives a distinct

⁹. See Mulac, Seibold & Farris, 2000.

¹⁰. . This study was carried out by Mulac, Seibold & Farris in the year 2000.

¹¹. weaker or softer profanity such as *oh dear*, *goodness*, or *judge*. Farb (1974) suggested that *dear me* and *gracious* are part of the female lexicon, and Ritti (1973) stated that most teachers of the sixth grade are well aware that young girls use far more "expressives" such as *oh* and *wow* than do the boys in their classes.” (Haas: 1979)

education that fits with their gender role in society, so it creates language differences. For this reason males and females use words differently, not only in terms of the significance of the words, but also in terms of the types of words which are employed.

In this section we will discuss several theories that constitute an of the evidence of what I said above, taking as subjects of study three different variables: Nouns, adjectives and intensifiers and verbs.

2.4.4.1. Nouns

Some theorists think that women use nouns with more frequency than men do. Some of them attribute this difference to the fact that women talk more than men (Tannen, 1990), but there are also contradictory studies that affirm it to actually be the other way around (Mulac, Seibold, & Farris, 2000). However, some studies also show that “the different contexts in which the language samples were generated influenced the size and direction of the gender differences.” (Newman, Groom, Handelman & Pennebaker, 2008, p. 213)¹² so it is not clearly determined the theory that women speak more than men. So the theory that women talk more than men has not been clearly proved.

Nevertheless, there are studies which show that women have a larger vocabulary in terms of colour's names, for example:

“Women, then, make far more precise discriminations in naming colors than do men; words like *beige*, *ecru*, *aquamarine*, *lavender*, and so on, are unremarkable in a woman's active vocabulary, but absent from that of most men.” (Lakoff: 1975: 49)

When a man uses the name *lavender*, for example, to describe the colour of a jacket, the men around him may mock about this, making jokes about homosexuality, because it is not masculine, “because they consider such a

¹². This study was also carried out by Mulac, Seibold and Farrel.(2000)

question trivial, irrelevant to the real world” (Lakoff, 1975: 49)

Lakoff (1975: 49) affirmed that this difference was attributable to gender inequality, in some way:

Men tend to relegate to women things that are not of concern to them, or do not involve their egos. [...] since women are not expected to make decisions on important matters.

Regarding to the pronouns, Newman, Groom, Handelman and Pennebaker (2008: 214) think that women tend to use more the pronoun “I” (first person singular):

“One striking result reported by Mehl and Pennebaker (2003) was that women were more likely to use first-person singular. This is consistent with repeated findings that depressed people use more first-person singular (e.g., Bucci&Freedman, 1981; Rude, Gortner, & Pennebaker, 2004; Weintraub, 1981), given that depression is more common among women.”

However, the first person singular pronoun tends to be more associated to the figure of masculinity, as a symbol of selfishness and individualism (Mulac et al., 2001).

As regards to pronouns in general, some researchers found that women employ a higher amount of them.

Another important area to be discussed is the use of emotional words:

“Emotion words appear to be another area of conflicting findings, despite the existence of a fairly clear stereotype. Several studies have reported that women refer to emotion more often than do men (Mulac et al., 1990; Thomas & Murachver, 2001).” (Newman, Groom, Handelman & Pennebaker, 2008, p. 214)

Regarding nouns, women would use more words like *honey*, *happiness*, etc. than men would (positive emotion), while men would make more use of negative emotion, expressing anger, desperation, etc.

This feature could be also applicable to the adjectives, so we will discuss it in the next section.

2.4.4.2. Adjectives and intensifiers

Many theorists such as Lakoff (1989) and Eckert & McConnell-Ginet (2003) have found out through their studies about gender and language that women make a higher use of adjectives than men; they employ more descriptive words and have a larger vocabulary in this field. It is also reflected in the language of advertising, as we found in Yang's (2010: 16) study: "Willemsen's study (1998), in which he believes that feminine language of girl's magazines contain more adjectives and consist of longer sentences" (2010:16)

Females use more adjectives than men in general, but "empty adjectives" or evaluative adjectives in particular, with words like *cute*, *beautiful* or *nice* than men, and also more qualifiers like *really* (Coates: 1993: 20). Furthermore, they use more intensifiers such as *very* or *so*, as Lakoff (1975) would say, they speak in italics.¹³

Some theorists think that both males and females use adjectives with the same frequency, but they differ in the adjectives choices, as Lina Gyllgard (2006: 16) found out in her study about Swedish students' language:

Most of the adjectives were used by both male and female students. However, nice, sweetest, healthy, funny and slim were adjectives only used by females, while pretty, good-tasted, silver, crazy, calm, yellow and black were exclusively used by males.

In the same way that they do with nouns, females tend to use more emotive

¹³. This theory was also supported by Poynton (1989).

words or adjectives, such as *great, wonderful, happy...*

Mei-Rong and Ching-Yu Hsieh also corroborated this theory in their study about gender differences in the use of emotional words, who argued that “women have better competence in emotion with higher productivity in emotion words” since “males are educated to hide their real feelings and do not express their emotion easily.” (2007: 89)

In their study they also found that “both genders show equally conceptual salience of the words ‘happiness/happy’” (Wang and Hsieh, 2007: 92). In the same study, they also encountered that the use of adjectives like 'angry' were more frequently used by women against some previous studies that associated men with a higher use of negative emotion words.

2.4.4.3. Verbs

There are differences in the use of verbs, too. Lakoff (1975) found out that women tend to use more perceptual or cognitive verbs than men, such as *I wonder, I feel, I adore*, etc. In their study, Wang and Hsieh (2007), using a quotation of Vinik (2006) pointed out that “women are emotionally more competent and more expressive, in particular with verbal expression” (2007).

Lina Gyllgard pointed out that “the girls used a much larger number of stative verbs than the boys” (2006: 16). Besides, it is believe than men tend to use more dynamic verbs than women, however, she did not find a great difference in the use of dynamic verbs between girls and boys, since they used almost the same amount of them.

Another factor to be pointed out in the study of verbs' use, is the use of imperatives or direct orders. Some linguists such as Mulac, Weimann, Widenmann & Gibson (1988) supported this theory arguing that “directives that tell the audience to do something [...] are more likely to be found in men's conversational contributions”. This statement was also reflected in one of the six subcategories in which Deborah Tannen (1990) divided his

work about the Difference Theory, this subcategory was named “Orders vs Proposals”, and it also corroborated that men are more likely to give orders, while women tend to soften the orders, making them more indirect.

Men do not only use more imperatives, but the imperatives they use tend to be also more aggressive than those employed by women. This way, men use more verbs like 'push', for instance.

3. Analysis and discussion

3.1. Methodology

To do this practical analysis about gender in advertising, I focused on adverts from magazines and television, because it seemed interesting to me to see the contrast between these two forms of advertising. I wanted to find out how differently they targeted each gender and to what extent they are effective. As we all know, factors like music, movement or colours are powerful tools used in TV commercials to catch the audience's attention. However, I wanted to make a closer analysis of language's importance, because I realised that a catchy slogan, a profound message or a good selection of words are often even more attractive than an image or a memorable song. That is also the reason why I decided to include magazine ads in this analysis; I was interested in the way that they work to obtain their goals without using the amount of resources that television does. They just play with frozen images and language, and we also have to take into account that the adverts appearing in magazines often contain a much shorter message than TV ones. Because of that, language becomes even more important when talking about magazines' ads. They have to grasp the essence of the product's characteristics in a few lines and it can be a difficult work.

I have selected a total amount of 33 adverts from TV and Magazines, which will be included in the section “Appendix” of this essay. Of them, 16 are

commercials starred by women, while the other half are starred by the men. I selected 12 journals' commercials and 20 from TV. In order to carry out this selection, I have used the internet as the primary source of information, through which I found the online database *ispot.tv*, that offered me a great amount of advertisements of all kinds, making of this a less time consuming task. On the other hand, magazine's ads have been taken from another online resource, *magzus.com*, which facilitated me the access to different popular magazines online. Among them, I chose *Esquire*, *FHM*, *Maxim* and *Men's Fitness* magazines for men, and *Cosmopolitan*, *Glamour* and *Vogue* magazines for women, taking from them 6 commercials for each gender.

Of the total number of the men targeted ads, 3 are about cleaning materials such as detergent or mops (typically starred by women due to their historical role of housewives). With these commercials, I wanted to show if any changes were produced in language when a “women's product” is announced by a men, and also to prove the theory of Gender Contamination, previously included in the section “Theoretical background”¹⁴

The rest of the adverts show products that are typically advertised by men, these products usually sell better amongst them. These are a reflection of men's dominance and control, of their hobbies and tastes and of the perceived power of masculinity. I selected items such as beer, cars, proteins and trainers, among others, and brands that are frequently men-oriented like Heineken, Maserati and Reebok. These products, apart from showing the features I mentioned above, also serve to prove the theory that males prefer products untouched by women.

Regarding to women-targeted adverts, 5 of them are from the domestic products market, including washing machines, detergent, cleaners etc. Sadly, these items are often associated and directed to women substantially more than they are to men. Although times are changing with regards to people's mind set and gender roles, the gender equality is not completely evident, so the figure of

¹⁴. See section “2.4. Targeting the audience”.

the perfect housewife is still in many people's minds. However, we can notice how little by little, this change is being reflected in advertising, as the new figure of the househusband emerges, which is another thing that I wanted to point out.

The rest of the adverts have to do with those “trivial matters” which seem to be of the females' competence. Historically, women were not supposed to decide about important issues because it was men's matter and that is why trivial matters were relegated to them. These ads are generally about cosmetics, shampoo or shoes, and in the same way as men's ads, the product's brands are specially associated to women, such as L'Oreal, Rimmel London or Pantene. I chose these kinds of products because their commercials show a more precise use of feminine language, since they are products made solely for the female market, and they seem to be more concerned with cosmetics than men are, although in the last few years, this has also been changing.

My choices were also guided by the language features discussed in section 2, taking into account that the language used in the ads should be a reflection of the linguistic theories mentioned before. The following practical discussion will have its basis on these different theories about gender and language and will be divided into various parts: topic choices, manner of speaking, types of phrases & intonation and word type (subdivided in: nouns, adjectives & intensifiers and verbs).

3.2. Practical discussion

3.2.1. Topic choices

During making the selection of the commercials, I have realised that most of gender topic choices adhere to the gender clichés or roles that we discussed in section 2.4.1., finding that a high number of men's adverts are related to sports,

beer or cars, as we can see in ads: M1 about protein for muscle's growth (N.O.-Xplode), M7 about trainers (Reebok), M12 Heineken beer spot, or M16 Toyota 4 Runner commercial. It is really unusual to find female-targeted ads with such characteristics, because usually sports, beer and cars are more related to men than to women, so if a female performed this kind of adverts, they could suffer rejection by most of men, and it could cause drop in sales. I observed that in beer commercials, beer is sometimes compared to a woman as in M13 ("Stella Artois. She is a thing of beauty"), but it is never starred by a woman. In the case of trainers, for example, it is not so strange that the female sex is appearing in the ads, but I observed that usually these ads almost do not contain any text or message, in contrast to men's.

On the other hand, it surprised me that I could find a considerable number of detergent and other household products' ads starred by men, as in the case of M8 commercial of the Real Smart Mop, or in M9 of Gain Detergent, typically women's spots. Here, we can see the reflection of Gender Contamination theory, which affirmed that men do not like women to do their ads, but it is not a problem for women the other way round.

Otherwise, the dominant issues in female's ads are cosmetics, perfumes, clothes or household products, as in the case of W1 Givenchy ad, W3 Maybelline New York, W4 (Nine west shoes) or W7 (Era detergent), for example. Products like cosmetics and perfume are symbols of femininity and that is why they are almost always starred by women, but I observed that in many cases, the voiceover of the cosmetics' commercials is a man's voice, as we can see in W12 (L'Oreal) and W10 (Rimmel London).

Household products ads represent the figure of the mother, the perfect housewife and the woman being subdued by men. An example of this can be found in the advertisement of Tide detergent W2, whose slogan is "Tide's got what women want!", that can be taken to reflect that household duties must be done by females. Another example can be observed in W7 (Era detergent)

which shows a mother with her sons in the kitchen, doing all the household duties as if she were a “SuperMom”. She says “... it cleans the tough stains out of my husband's shirt”, suggesting that the woman's place is at home while her husband is working to bring money home.

3.2.2. Manner of speaking

After reviewing my selection of adverts, I observed that women make more use of standard speech and polite forms than men, and that they hardly ever use slang words or contractions such as *wanna*. They tend to use more polite forms such as *please*. Nevertheless, we could find only one example of in W15, an advert about glasses (“Designer frames and low prices, yes please!”). However, in some of the ads I analysed I also found that they sometimes also employ slang words. Two examples of the use of the contraction *gonna* were observed in the following advertisements: W4 of a shoes' brand (“You're gonna need a big closet”), and Purex detergent commercial W16 (“sort that are you gonna have a family...”). But these examples only constitute towards a very small part of the total.

On the other hand, men make much more use of slang, contractions and swear words than women do, and this is reflected in many of the selected ads: M1 (“you'll still be pushing...”); M2 (“we've developed our unique ...”); M7 (“...go fuck yourself”, “I'm the fucking limbo champion”, “... now picture this you son of a bitch”, “how the fuck you gonna clean that up?”, “you can polarize that shit”, “you must be a fucking psycopath”, “you can get for 20 fucking dollars”); M15 (“eh Oscar, you wanna run?”); M9 (“whole bags of the soda stuff”); M10 (“to put this stuff to the test”); M11 (“...built to take you where you wanna go”).

It is also worth mentioning the use of the vulgar words “shit” in commercial M8, which appears several times and denotes impolite familiar language.

Besides, we could find one example of a breaking of the normal grammatical structure also in M8 (“You're trying to drown your Smart Mop?”). In advertisement M9, we observe an example in which the pronoun 'it' is omitted (“Can add much freshness ...”) and another in which we can appreciate the use of 'cause' instead of 'because' (“Cause it is a lot, ok?”). In addition to that, we found three examples in which the auxiliary verb 'do' is omitted: in M10 (“you know what?”), M12 (“You know Heineken light won...?”) and M15 (“you wanna run?”).

Furthermore, men tend to make more jokes than women do. We can observe good examples of this in commercial M8 of the Real Smart Mop, such as the following:

Let me tell you why alien visit our planet from time to time: they come here to study our Smart Mops. The Smart Mop is an ancient Mesopotamian artifact that we have recently started to manufacture. [...] then drop Chuckie Finster's hair right on your mess, whether it be misplaced diarrhea of fluoro antiamonic acid, it's not much for the Smart Mop. [...] Now, ordinarily you just call the Men in Black or brush it under the refrigerator [...] and it can protect you if you are being hunted by a broom”

Men also have a tendency to use irony. Examples of irony are found in M8 to a lesser extent than jokes. We can observe the following ones: “You can shop the Smart Mop up of a crocodile's asshole, absorb the ass juice and save it for later, it's the perfect beverage for any meal”, “The most incredible feature of the Smart Mop is that you can actually use it for a game of limbo”, “You are trying to drown your Smart Mop? You must be a fucking psychopath”. Throughout this advertisement, the admen is always speaking in a serious tone, so the latter can be classified as examples of irony, even though they have a touch of humour.

Regarding the amount of talk than women and men do in the adverts, I observed that in the case of magazines, male's adverts employ more words

than women's do. While men adverts concentrate more on showing the product's characteristics, women try to catch the essence of the product in less words, using shorter messages. In the case of TV commercials, I realised that the same amount of words is used in both types, whether men or women-oriented.

Contrary to what was expected I found that, although men are set to use more imperatives than women, there was not a significant difference between the two groups of adverts analysed. We could find a high number of imperatives in men's adverts, such as in M1 ("Push your limits from the start", "Start strong. Work hard. Finish first"); M5 ("Get the most from every workout. Hydrate with flavour"); M6 ("Take back your freedom"); M8 ("get the mop wet, then drop Chukie Finster's hair right on your mess", "fix your eyes on this", "Now, picture this ...", "Read a poem to my winner..."); M9 ("Get irresistibly fresh with Gain", "Get even more Gain..."); M15 ("Take flight").

We also observed the use of direct imperatives while looking at females' ads, such as the following ones: W3 ("Love the colour. Adore the smile. Crave the feel.", "Unleash the magic..."); W6 ("Quote Vogue for 20% off..."); ("Keep your clothes clean ..."); W10 ("Find your perfect match"); W11 ("Get less hair fall"); W12 ("Change the life of your hair"); W13 ("Never down a moment", "Get the London look"); W14 ("Upload a photo, enter few questions..."); W15 ("Call 1-800-Two-Pairs and get your appointment today.").

I have to point out that, although they use almost the same amount of imperatives in commercials, men tend to use a higher number of imperatives concentrated in the same advert, while women spread their use.

In addition to that, the kind of imperatives used in the two groups of adverts are different with regards to the meaning. While imperatives in men-oriented ads seem to be or more related to dynamic meanings (such as "push", "take" and "drop"), the ones found in women's adverts are more linked to feelings, as in the case of "love" or "adore"; or tend to be more static, as in the case of "want", "keep", "want" or "know", observing a predominance of the

imperative “get” over the others.¹⁵

The use of indirect orders is quite reduced whether in women's or men's advertisements. Although some theorists in previous studies found out that women tend to use more indirect orders or commands, I could hardly find any example of this in the analysed adverts.¹⁶ So this feature may not be reflected in the same way in advertising than it is in everyday language. Surprisingly, the point of view about indirectness have recently changed, finding out that men use also indirect forms, although they do it to a lesser extent than women, in agreement with what I found in the analysis.¹⁷ I found some examples from both genders, but not many. Furthermore, most of them were obtained from men ads, contrary to Lakoff's proposal. I observed just one example in women's ads: in W6 commercial of the TV show “Brides” (“So let's plan a wedding...); while I could find three examples in men's adverts: in M15 commercial of Nike's brand (“Can you shoe?”) and in M16 (“Let's keep it that way”, “Let's go places”).

3.2.3.Types of phrases and intonation

Continuing with the analysis of the ads, I wanted to check if Lakoff's theory (1975) about the use of question tags was also reflected in TV and magazines' adverts. Sadly, I could hardly find any example supporting this theory. I just discovered one example in the woman's TV shampoo commercial W11, under the brand of Pantene (“I took the dare, will you?”). In contrast, I did not come across any example in male-oriented ads.

¹⁵. I decided to classify the imperatives in the section “3.2.2. Manner of speaking” attending to the degree of masculine dominance that these forms implies. Imperatives will be also mentioned in the practical section “3.2.4.3. Verbs”.

¹⁶. For instance, Lakoff (1975) pointed out that women tend to use more indirect commands and requests and also make more use of “wh-” imperatives.

¹⁷. Tannen (1994) now holds a new approach in which indirectness is not anymore a sign of weakness typical of women:

I challenge the assumption that talking in an indirect way necessarily reveals powerlessness, lack of self-confidence or anything else about the character of the speaker. Indirectness is a fundamental element in human communication. It is also one of the elements that varies most from one culture to another, and one that can cause confusion and misunderstanding when speakers have different habits with regard to using it. I also want to dispel the assumption that American women tend to be more indirect than American men.

If we look at the use of questions in general, there is not a difference between the number of questions used by women and by men, I found a total of 10 questions among the selected women's ads and 10 in men's, so we can realise that the use of questions is essentially alike for both of them. I also perceived that all questions were encountered just in TV commercials, none of them in magazines. It is also remarkable that in the case of men, most of the questions were encountered in household products' ads, which are meant to be more women-oriented. Some examples of questions used in women's ads are: "Is it a machine? Or something better?" (W8); "I took the dare, will you?" (W11); or "Ready to get a challenge?" (W13). In men's commercials: "you shit on your smart mop?"(M8); "Cause it is a lot, ok?" (M9); "... you know what?"(M10); "How can you see yourself in new glasses without your glasses?" (M14).

With regard to the use of 'hedges', that is, expressions like *kind of*, *sort of* or *just like*, I found a few examples in women-targeted ads, but I found none of them in men's adverts. There are examples in the Venus commercial W10 ("Women just know ..."), eSalon.com spot W14 ("It's just perfect", "Just like at the salon", "It's not something you just put off..."), Purex commercial W16 ("Wendy, sort that are you gonna have a family...") and Spin Mop commercial W17 ("Its amazing bucket just can't be beaten", "Just sank and spin!"). It is worth mentioning the high use of the word 'just' in women-oriented ads, which appears a total of 9 times.

Regarding sentence intonation, I discovered that women do use exclamatives with much more frequency than men, having found 20 examples of them in women's adverts against only 4 in men's. For instance, in ads for women: "Tide's got what women want!" (W2), "Maybe it's Maybelline!" (W3), "you said YES!" (W6), "cause I'm bussy!" (W7) and "I couldn't believe it!" (W15). And in men's ads: "Once you try it, you will never train without it!" (M1), "but... wait!" (M13), and "you can tide that!" (M10). As it occurred with interrogatives, 2 of the 4 examples of exclamative sentences were found in

commercials of products such as detergent or mops.

It is also remarkable the fact that in the case of male-targeted adverts exclamative sentences have a more imperative sense, while in the case of female ads, they are used to express feelings or opinions.

3.2.4. Word type

3.2.4.1. Nouns

To find out which group used nouns more frequently, I counted the number of noun occurrences in male and female-targeted ads. To my surprise, I found that both groups used an approximate amount of 235 nouns in the adverts, having found that there exists no difference between men and women use of them. This fact shows that Tannen's theory (1990) that women use more nouns than men may not be reflected in advertising language.

When analysing the use of the first person singular pronoun "I", I found that women are more likely to use this pronoun, with a total of 22 times, compared to the 6 times that this pronoun was found in men's adverts. If we attend to the use of possessive determiners of first-person singular such as 'my' and pronouns such as 'me', we have discovered that they are more frequent in women adverts, having found seven occurrences in women's ads against only two in men's ads. On the other hand, looking at the use of the first person plural possessive determiner 'our', and personal pronoun 'we', we have observed that they appear with much more frequency in men's adverts, 16 times, compared to women's adverts, only two uses.

3.2.4.2. Adjectives and intensifiers

With regard to the use of adjectives in the adverts analysed we can state, after

having counted the number of adjective occurrences, that the total amount of adjectives used by both sexes is essentially alike. I found a total number of 115 adjectives in women's ads, and 99 in men's ones. Many of the women's adjectives are of those called “empty” adjectives, descriptors that are unnecessary or do not add any additional value, such as *perfect*, *amazing* or *divine*, with the adjective *perfect* dominating overall.

With regard to the qualifiers and intensifiers, such as *so* and *very*, we noticed that most of them were used by females, for instance: in W1 Givenchy advert (“Very irresistible”); in W9 Tide washing machine cleaner ad (“I didn't even know...”); in W11 (“Hair so healthy it shines”); in W12 L'Oreal advert (Because you are totally healthy”); and in w14 eSalon.com commercial (“It's exactly the colouring one”).

By contrast, only one example of this in men's group was found in the Maserati advertisement M4 (“The key to an extraordinary life is quite literally a key”), in accordance with Lakoff (1975), Poynton (1989) and Coate's (1993) theories, which affirmed that women used more intensifiers than men did.

3.2.4.3. Verbs

Examining the amount of verbs used in both sexes' advertisements, I arrived to the conclusion that men and women use approximately the same quantity of verbs than men do. However, the verb choices are different from one to another, while women tend to use more perceptual or cognitive verbs such as *look*, *know*, *feel*, *love*... as we can see looking at most of their commercials, for instance: “Tide's got what women want!” (W2), “LOVE the colour. ADORE the shine. Crave the feel” (W3), “I want my skin to look good ...” (W5), “The power that knows to look ...” (W8), “Women just know...” (W10), etc. Most of these verbs have been found in ads of products like cosmetics or shampoo. However, we can find more dynamic verbs like *clean* or *wash* in most ads of

household products.

On the other hand, men tend to use more verbs such as *finish*, *go*, *start* or *take*, for example, since they are more linked to physical activities than women are. We can take as examples the following ones: “To finish strong you have to start strong”, “Start strong. Work hard. Finish first.” (M1 – N.O.-Xplode); “We don't follow rules, we set them” (M2 – Jeep); “Get even more Gain at a new lower price” (M9 – Gain detergent); “Built to take you where you wanna go” (M11 – Gillette).

In the analysed adverts we could prove, as previous studies suggest, that men used more imperatives than women. We observed that the imperative choices are also different from one gender to another. Men tend to use more imperatives linked to physical activities or actions implying strength or decision, such as 'push', as in the case of N.O. X-plode advert M1 ('Push your limits...'), or 'fix' as in the case of M8 (“fix your eyes on this...”). On the other hand, women used more verbs with “softer” meanings, related to feelings and perception, such as 'love' or 'adore', as in W3 (“Love the colour. Adore the shine.”) or 'find', as in W10 (“Find your perfect match”).

4. Conclusions

This study has shown how gender determines the language we use and how important words are in advertising. It has been proved that the expression of the message constitutes a very powerful persuasive weapon that advertisers compulsorily have to take into consideration to ensure that their product will reach the intended audience and produce the expected benefits. We have seen that gender roles are a very important factor to be kept in mind during all the advertising process, proving that the way that men and women are addressed in adverts is different attending to linguistic, historical and cultural factors.

Advertising has been shown to perform a central role in reinforcing and modifying gender roles. In this way, stereotypes linked to men and women are clearly captured in the adverts, women appearing as the perfect housewives in household products' adverts, and men as the dominating figure at home, as a reflection of the historical, and, in the case of some countries, cultural sex inequality and women's lack of rights.

Regarding the topics appearing in both groups of advertisements, we have proved that men are meant to talk more about important matters, whereas women talk more about feelings and trivial issues as a reflection of the historical role that women had at work and at home, which relegated them to a secondary position and invalidated their opinions.

As it was expected, we did not find any of the men typical products advertised by women, in agreement with the theory of the Gender Contamination. This shows that men in some way need to keep their dominant status, to show their masculinity and control about the issues concerning them. Other way, their masculine image, symbol of their strength and power, would be threatened. Contrary to that, women do not care that men appear in their ads. They even like them to do that. In the case of the household products, the figure of the househusband could present a metaphor of the change that women's situation have experienced during the last few years, encouraging women's path to gender equality.

Attending to the manner of speaking, we have seen that women tend to use a more standard speech, while men show preference for the use of slang. Women's use of standard speech and polite forms denotes their concern about what other people could think about them. Besides, men's use of informal and slang forms, including jokes and irony, suggests self-confidence and implies that they feel comfortable speaking in public contexts. We found no considerable difference in the amount of words they use, so it may depend on the context in which they are involved in each particular moment, far to be a

question of gender.

Contrary to what expected, we found no difference in the amount of imperatives used by both groups, but we found it in the meaning of the imperative used. Men imperatives connotations are linked to dominance, while women's use them to make suggestions or proposals. Again, we have to point out the dominant role of men, who shows to feel more comfortable giving orders than women.

After analysing both groups of ads, we reached the conclusion that Lakoff's (1975) remarkable theory about tag questions does not have a reflection in advertisement, having found just one example. Nonetheless, we could find evidence for her theory about the women's use of 'hedges', which has a good representation in the ads. We have seen that women do a much higher use of these phrases, what could serve them to reinforce their statements or to provide emphasis, or, on the other hand, to soften their critiques or to avoid saying something that others do not want to hear. Here we could say that the use of hedges denotes in some cases insecurity of concern about others' opinions.

We observed no difference in the use of interrogative phrases, so the abusive use of them may not represent a symbol of insecurity or need for support associated just to women. However, we discovered that the use of exclamatives is much more noticeable in women's group of adverts. Furthermore, women often associate their use to positive emotions (joy, happiness or excitement), but they also employ them to express all kind of feelings, whereas men use exclamations with a more imperative sense.

Attending to the type of words, we have seen that the number of nouns is similar in both groups, in disagreement with the previous theories which affirmed that women used more nouns than men (Lakoff, 1975; Tannen, 1990), with this difference not being reflected in advertising. However, we found a difference in the employment of the first-person pronoun "I", which we found

a higher number of times in women's ads. It represents a symbol of depression linked to women, they need to express their personal feelings and opinions and need to be heard. It may be the reason of their more frequent use of this pronoun. Nonetheless, men employ more the pronoun “we”. Doing this, they seem to be appealing to a group, a men's group where they can talk about their matters and from where women seem to be excluded.

After looking at the adjectives, we observed that they appear in a similar number in both groups, in disagreement with Lakoff (1989) and Eckert & McConnell-Ginet's (2003) theories that stated that women employed a higher number of them. However, the adjectives' meanings are different. In the case of women, a part of the adjectives they employ in the adverts are of those called “empty” adjectives. This may denote again that women are meant to talk just about unimportant matters, being excluded from the important concerns of life.

Regarding the use of intensifiers and qualifiers, we found much more examples in the women's group. They use them to intensify their statements, in most of the cases, to give emphasis to positive characteristics or emotions, because they tend to be more expressive and to show more their feelings than men, who tend to hide their emotions.

Again, we found that there is no difference in the amount of verbs employed by men and by women. So we can conclude that the amount of words, whether they are nouns, adjectives or verbs, depends on the length on the message and not on the gender. However, we found differences related to verb's meaning, which, in the same way than nouns and adjectives, are more linked to feelings and wishes in the women's case, and more related to physical activities and dynamic actions in the case of men, in the same way than imperatives.

Having done this analysis, we can conclude that men and women use language in a different way and, what is more noticeable, that they do it to express different things. However, not all of the previous theories have a reflection in

the adverts we analysed, so we cannot conclude that these theories are complied or valid, basing our conclusions in our practical analysis results. Nonetheless, we have found evidence for some of the theories presented in the theoretical background, as in the case of hedges (Lakoff, 1975), exclamative clauses or women's use of emotional words.

We have realised that gender stereotypes are very present in advertising. Although these roles have experienced a significant change in the last few years, the connotations or characteristics associated to men and women still have a reflection in the adverts, in agreement with Difference and Dominance theories. We can see how things are changing towards gender equality, but there is still a lot of work to do.

Gender roles help advertisers to infer how they have to construct their adverts. This factor clearly determines the reaction of the customers, having an impact in the sales. We see how the admen reflect these characteristics associated to each gender, turning to be a very successful technique to attract the audience's attention. Since customers see themselves reflected in the man or woman who is starring the advert, they feel attracted by the product and feel that they have to buy the product in question to fill their needs, and it translates in the increase of the sales.

APPENDIX

WOMEN'S ADVERTS

· MAGAZINES

W1 – Givenchy

Very irresistible

W2 – Tide Detergent

Tide's got what women want!

No soap- No other “suds”- no other washing product known- will get your wash as CLEAN as Tide!

W3 – Maybelline New York

LOVE the colour. ADORE the shine. CRAVE the feel.

Unleash the magic of our first creaming lip laqueur!

New color ELIXIR creamy lip laqueur

- Full bodied color pigments
- Magnifying glaze
- Creamy balm-concentrate

MAYBELLINE NEW YORK

Maybe she's born with it, Maybe it's Maybelline!

W4 – Nine West

YOU'RE GONNA NEED A BIGGER CLOSET.

NINE WEST

9W we do shoe

W5 – Olay

“I want my skin to look good, not good for my age”

Olay Regenerist Micro- Swepting Cream makes up dull skin through surface cell regeneration.

Get energized, younger-looking skin.

Olay Regenerist, Your best beautiful

W6 – 'Bride's', the show

You said YES! So let's plan a wedding...

BRIDES, the show

3-5 october 2014, London

Quote Vogue for 20% off standard tickets

· TELEVISION

W7 – Era Detergent: No-fooling around

This is Era Detergent with Oxi booster, and it cleans the tough stains out of my husband's shirt better than a leading detergent with Oxi and it didn't cost me a lot either. I like that, cause I'm bussy! Because I'm tough. So I don't have the

time or money to waste some full on around.

(voiceover) Three times stain fighting power for around the same price. Era Oxi booster. TOUGH detergent for TOUGH moms.

W8 –LG 6 motion washing machine TV commercial UK

(woman voiceover)

Keep your clothes clean without damaging the fabric. The amazing performances of 6 motion. Possible by the innovative and energy efficient LG inverted direct drive. LG 6 Motion. The power that knows to look at full. More motion, better washing.

Is it a machine? Or something better?

W9 – Tide washing machine cleaner 'Dirty Little Habit'

I've had a dirty little habit for years. I didn't even know it was dirty, although it started to smell a little funny. Not this, the machine! It was stinky. I was washing out clothes in a dirty, dirty machine. I was a dirty little washer. Then, I discovered Tide washing machine cleaner. It removes the dirting grime that gets cap in the drum.

Clean clothes start with a clean machine.

W10 – Venus Embrace Sensitive 'Find your perfect match'

Women just know when something is right, they know a perfect match. From shoes, to friends, to romance and now to razors. Venus has the perfect match for you and your skin. New Venus Embrace Sensitive skin, Venus snap for instant smoothness on the go, or Venus and Olay, reducing dryness and no need

for shave cream.

Because one thing we all know: beautiful skin is the perfect match for everything. Venus, find your perfect match.

W11 – Pantene Anti-Breakage, 'Dare' ft Eva Mendes

(Eva) Everyone's hair breaks

(woman voiceover) Dare you to see the difference with Pantene Anti-Breakage, reduces hair fall at a 97%. Get less hair fall.

(Eva) I took the dare, will you?

(woman voiceover) Anti-breakage. Pantene. Hair so healthy it shines.

W12 – L'Oreal Total Repair 5 ft Lea Michell

(Lea) Need a good reason to change shampoo? I'll give you 5.

(man voiceover) L'Oreal Paris with his new total Repair 5, a most advanced level of hair care.

(Lea) It fights five of the top hair problems.

(voiceover) Total Repair 5 with ceramide targets weak, limp, lifeless, dull and straw-like hair.

(Lea) My hair is transformed, full, feels stronger with a healthy shine. Total Repair from root to tips.

Five problems, one solution.

Change the life of your hair.

(voiceover) With new Total Repair 5, L'Oreal most advanced haircare.

(Lea) Because you are totally healthy.

W13- Rimmel London Moisture Renew ft Georgia Mey Jagger

(Georgia) Ready to get a challenge?

(man voiceover) Rimmel London new moisture Renew lipstick. Finally, vivid colour with the best of moistures. This ben enriched image formula searches to re-release in her rainbow shades.

(Georgia) Never down a moment.

(voiceover) Rimmel London's new Moisture Renew lipstick.

(Georgia) Get the London look.

W14- eSalon.com, 'Testimonials'

(woman #1) I love using this line, it's exactly the colouring one, it treats my hair well. It's just perfect.

(woman voiceover) The future of colour's here, eSalon got eSalon colour home at a fraction of the price. Upload a photo, enter few questions and an expert colour will create the perfect costume colour for you. Just like at the salon.

(woman #2) It was just as good or better than any proffesional I've been going to.

(woman #3) It's personal, it's special, it's not something you just put off the store counter.

W15 – America's best contacts and eyeglasses, 'Designer Frames'

I love fashion. I want these shoes, and these shoes... I used to think high fashion only came with a high-price tag, so when I saw America's best designer's sale, I couldn't believe it! I can go two pairs of eyeglasses for \$69,95 with a free eye exam. And with the designer sales collectional frames I will so. I want this one, and this one...

Designer frames and low prices? Yes, please!

(woman voiceover) Call 1-800-Two-Pairs and get your apointment today. Selling soon!

W16 – Purex No sort, 'The rules have changed'

(Mom) Wendy, sort that you gonna have a family of tie-dyed wearers?

Wendy, my sort of laundry, my mom's sort of laundry, her mom's sort of laundry.

(daughter) Now things with Purex No Sort for colours I can match most of my lighting colours together.

(woman voiceover) Now Purex no Sort contains innovative dye trends four inhibitor that reduces colour leading accidents.

(Mom) I bet that cost a fortune.

(daughter) Actually Purex No Sort is half the price of a leading brand.

(voiceover) Purex No Sort, the rules have changed.

W17 – Hurricane Spin Mop, 'Clean Water'

Tired of mops that can't reach the dirt?

(voiceover): AARGHHH!

Do you hate bringing out mop with your (bear) hands?

(voiceover): OH NO!

Is your mop a dirty disgusting mess?

(voiceover): Boooo! Boooo!

Well, no more. It's time to meet the incredible Hurricane 360° Spin Mop system, the only mop bucket that spins the dirt away. The mop spins to pick up the most dirt that gets in the corner and around toilets's bowls! It lays flat so you'll never have to bend over saving your back! The super absorbing head picks up ten times its way in dirty disgusting liquid traps it inside and doesn't drop! To clean it, just put it in the bucket and like a magic it just spins the dirt away! And you will never touch dirty disgusting mop water again, but the magic of the Spin Mop keeps on coming. The Hurricane 360° Spin Mop picks

up dust and dirt at the same time! And it works on any hard surface and will never scratch or leave streaks. Its amazing bucket just can't be beaten. Just sank and spin!

There's nothing else like it, guaranteed! No more touching dirty disgusting mops and no more getting on your hands and knees. Get the only mop that features spinning action and the revolutionary spinning bucket that cut your cleaning time in half. Order your varial Hurricane 360° Spin Mop system today! Will even include our 5 years replacement guaranteed and you can get a second mop head for three easy payments of \$19,95. And to make this the best deal ever we'll make the first payment for you. That's just two easy payments, but hold everything!

Order now and you can double the offer! That's right, double the offer! You can get all this a \$95 value for two payments of \$19,95.

(men voiceover) Call 1-800-491-5071 to get your Hurricane Spin Mop double offer. So hurry and call now 1-800-491-5071, that's 1-800-491-5071.

MEN'S ADVERTS

· MAGAZINES

M1- N.O. X-Plode

PUSH YOUR LIMITS FROM THE START.

BSN Pres know: To finish strong, you have to start strong. And whether you're going for muscle growth, endurance or improved overall performance, nothing sets the tone for your next workout like the highest- quality pre-workout product available: N.O. X-Plode 2.0. Once you try it, you will never train without it!

START STRONG. WORK HARD. FINISH FIRST.

M2- Jeep Grand Cherokee

We lead from the front. It's the reason why we've developed our unique to class rear-axle disconnect system for the all-new Cherokee. It automatically switches to 4x4 when required. In order to maximize fuel efficiency. To see how we compare with the competition visit jeep.co.uk/compare today.

The all-new Jeep Cherokee. BUILT FREE. JEEP. THERE'S ONLY ONE.

M3- H&S Shampoo

READY FOR ANYTHING.

Head & Shoulders

LIVE HEAD FIRST

M4- Maserati

THE KEY TO AN EXTRAORDINARY LIFE IS QUITE LITERALLY A KEY.

The absolut opposite of ordinary/ Itroducing the new GHIBL/ From £49,160/maserati.co.uk

The new Maserati GHIBL is powered by a range of advanced 3.0. litres V5 engines with 8-speed ZF automatic transmittion, including, for the first time, a V6 turbodiesel engine.

M5- Propel water

GET THE MOST FROM EVERY WORKOUT. HYDRATE WITH FLAVOUR.

PROPEL. THE WORKOUT WATER.

M6- Blu electronic cigarettes

TAKE BACK YOUR FREEDOM.

Blu electronic cigarettes

- No-odor, no ash.
- No tobacco smoke, only vapor.
- On-the-go rechargeable pack

Visit us at [blucigs.com/ store-locator](http://blucigs.com/store-locator)

· TELEVISION

M7- Reebok ATV19 Spot ft Demarcus Ware, R. Jackson

Life likes to challenge us. He wants us to know how much we can take.
Because life just wants us to be ready for anything

M8- The Real Smart Mop

Anthony Sullivan here, I'm not thirsty, go fuck yourself. Let me tell you why alien visit our planet from time to time: They come here to study our Smart Mops.

The Smart Mop is an ancient Mesopotamian artifact that we've recently started to manufacture. Let me show you how this bitch works. First get the mop wet, then drop Chuckie Finster's hair right on your mess, whether it be misplaced diarrhea or fluoro antiamic acid, it's not much for the Smart Mop. The most incredible feature of the Smart Mop is that you can actually use it for a game of Limbo, fix your eyes on this, I'm fucking limbo champion.

You can shop the Smart Mop up of a crocodile's asshole, absorb the ass juice, put in a glass and save it for later, it's the perfect beverage for any meal.

Now picture this, you son of a bitch, there's someone going door to door selling sand. They drop it on your floor and try to clean it up by blessing it with ketchup, but then they sneeze in their titties into their master tex on your floor, how the fuck you gonna clean that up? Now, ordinarily you just call the Men in

Black or brush it under the refrigerator, but with the Smart Mop you can polarize that shit, there's no such a thing is a mess if you own a Smart Mop. Here it is Smart Mop headquarters we call "missus Smart Mops Max". No sweeping, no vacuuming, get ready to take a vacation, it's saving you time. You shit on your Smart Mop? It doesn't mind. You're trying to drown your Smart Mop? You must be a fucking psychopath. It's also machine washable, don't ever need diapers again. It will save you money on paper towels and you can take the money you saved and throw it into your trash can, the Smart Mop is the perfect weapon to slaughter string mops, sponge mops, and it can protect you if you are being hunted by a broom. You drop lotion on your floor, but the Smart Mop is there to help. Your wood floor is dangerous, but the smaller mop make it safe. It's time to believe a problem for you it's not for the Smart Mop. Here's a woman fingering a toilet, and here's a Smart Mop cleaning up the Bubblegum squirts the toilet left behind. Read a poem to my winner and I'll give you, and I'll give you three super shammy cloths. You can erase milk with them, put them on the top of the world's smallest rock, it's a \$10 value that you get for free. You can now trade your Smart Mop to a \$10 dinner, if you spend \$20 on a Smart Mop our company will give you \$20 and you will get a second set free. That is correct, you get two Smart Mops, six loaves of bread. That's a fifty dollar fucking value that you can get for 20 fucking dollars. If you are looking for a best friend, you are looking for a Smart Mop.

M9 – Gain detergent, 'Revolving door'

Here's a fun fact: this single cup of Gain gives you more freshness than the whole bags of the soda stuff. Can add much freshness that is gonna take some getting used to. Cause it is a lot, ok? It's a lot of freshness. Get irresistibly fresh with Gain. Get even more Gain at a new lower price.

W10 – Tide Oxi 'Now you can tide that' ft Jonathan Scott

So we know Tide cleans clothes really well, but new Tide Oxi has more than 225 household uses inside and outside of the wash, so we gather 225 of the dirtiest things we can find to put this stuff into the test. You stick some Tide Oxi and some water, and tide that and it turns out, you can tide that, you can tide that! You can tide that and you know what? You can tide that, too.

With this little top you can tide a lot of that.

Tide Oxi, NOW YOU CAN TIDE THAT.

M11 – Gillette 'Man's body'

A man's body isn't flat like a paved road, it's terrain, roughed and uneven. New Gillette body is our first razor built for male terrain with a rounded head for the trickiest. Three lubricating strips for more glide and the anti-slip grip for ultimate control. It's our first off-road razor built to take you where you wanna go. Confidently and comfortably new Gillette body, only from Gillette, the best a man can get.

M12 – Heineken, 'Rules' ft Neil Patrick Harris

You know Heineken light won the best tasting light beer at the 2013 World's Beer Championships?

Apparently there are rules about drinking beer in commercials, so I'm drinking over here. Ah! Tastes good.

I'm not wearing any pants by the way.

M13 – Stella Artois TV spot for World Trade Fair

(man voiceover)

The nation is ahead to show us the proudest achievements. Here's Germany.

Konichiwa Japan. Complex science from the Serbians, but... wait! Six hundred years of brewing tradition from Belgium.

From Belgium with pride.

Stella Artois. She is a thing of beauty.

M14- Lenscrafters TV spot, 'New Glasses'

How can you see yourself in new glasses without you glasses? At LensCrafters all you need is a camera and screen system, let you compare yourself in four different frames at the same time, making sure all vision choices are clear.

LENSCRAFTERS LOVES EYES.

M15 – Nike Jordan Shoes TV spot 'Dr Drain'

(man #1) Eh Oscar, you wanna run?

(Oscar) No.

(man #2) Dr Drain go for one.

(man #1) Dr Drain, ah? Can you shoe?

(man #2) Can the body flexing?

Lift your game – Superfly 2

TAKE FLIGHT

M16 – Toyota 4 Runner 'Keep it wild' TV spot, 'No Man's Land'

Welcome to No Man's Land. It's a place you've been before, but it's not on any map, so go out there, loose yourself and find the truth. We are all born wild.

Let's keep it that way.

TOYOTA, let's go places.

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<http://magzus.com/>

<http://www.ispot.tv/>

MEN'S ADVERTS

· MAGAZINES

M1- N.O. X-Plode

PUSH YOUR LIMITS FROM THE START.

BSN Pres know: To finish strong, you have to start strong. And whether you're going for muscle growth, endurance or improved overall performance, nothing sets the tone for your next workout like the highest- quality pre-workout product available: N.O. X-Plode 2.0. Once you try it, you will never train without it!

START STRONG. WORK HARD. FINISH FIRST.

M2- Jeep Grand Cherokee

We lead from the front. It's the reason why we've developped our unique to class rear-axle disconnect system for the all-new Cherokee. It automatically switches to 4x4 when required. In order to maximize fuel efficiency. To see how we compare with the competition visit jeep.co.uk/compare today.

The all-new Jeep Cherokee. BUILT FREE. JEEP. THERE'S ONLY ONE.

M3- H&S Shampoo

READY FOR ANYTHING.

Head & Shoulders

LIVE HEAD FIRST

M4- Maserati

THE KEY TO AN EXTRAORDINARY LIFE IS QUITE LITERALLY A KEY.

The absolut opposite of ordinary/ Itroducing the new GHIBL/ From
£49,160/maserati.co.uk

The new Maserati GHIBL is powered by a range of advanced 3.0. litres V5
engines with 8-speed ZF automatic transmittion, including, for the first time, a
V6 turbodiesel engine.

M5- Propel water

GET THE MOST FROM EVERY WORKOUT. HYDRATE WITH
FLAVOUR.

PROPEL. THE WORKOUT WATER.

M6- Blu electronic cigarettes

TAKE BACK YOUR FREEDOM.

Blu electronic cigarettes

- No-odor, no ash.
- No tobacco smoke, only vapor.
- On-the-go rechargeable pack

Visit us at [blucigs.com/ store-locator](http://blucigs.com/store-locator)

· TELEVISION

M7- Reebok ATV19 Spot ft Demarcus Ware, R. Jackson

Life likes to challenge us. He wants us to know how much we can take.
Because life just wants us to be ready for anything

M8- The Real Smart Mop

Anthony Sullivan here, I'm not thirsty, go fuck yourself. Let me tell you why alien visit our planet from time to time: They come here to study our Smart Mops.

The Smart Mop is an ancient Mesopotamian artifact that we've recently started to manufacture. Let me show you how this bitch works. First get the mop wet, then drop Chuckie Finster's hair right on your mess, whether it be misplaced diarrhea or fluoro antiamonic acid, it's not much for the Smart Mop. The most incredible feature of the Smart Mop is that you can actually use it for a game of Limbo, fix your eyes on this, I'm fucking limbo champion.

You can shop the Smart Mop up of a crocodile's asshole, absorb the ass juice, put in a glass and save it for later, it's the perfect beverage for any meal.

Now picture this, you son of a bitch, there's someone going door to door selling sand. They drop it on your floor and try to clean it up by blessing it with ketchup, but then they sneeze in their titties into their master tex on your floor, how the fuck you gonna clean that up? Now, ordinarily you just call the Men in Black or brush it under the refrigerator, but with the Smart Mop you can polarize that shit, there's no such a thing is a mess if you own a Smart Mop.

Here it is Smart Mop headquarters we call "missus Smart Mops Max". No sweeping, no vacuuming, get ready to take a vacation, it's saving you time.

You shit on your Smart Mop? It doesn't mind. You're trying to drown your Smart Mop? You must be a fucking psychopath. It's also machine washable,

don't ever need diapers again. It will save you money on paper towels and you can take the money you saved and throw it into your trash can, the Smart Mop is the perfect weapon to slaughter string mops, sponge mops, and it can protect you if you are being hunted by a broom. You drop lotion on your floor, but the Smart Mop is there to help. Your wood floor is dangerous, but the smaller mop make it safe. It's time to believe a problem for you it's not for the Smart Mop.

Here's a woman fingering a toilet, and here's a Smart Mop cleaning up the Bubblegum squirts the toilet left behind.

Read a poem to my winner and I'll give you, and I'll give you three super shammy cloths. You can erase milk with them, put them on the top of the world's smallest rock, it's a \$10 value that you get for free. You can now trade your Smart Mop to a \$10 dinner, if you spend \$20 on a Smart Mop our company will give you \$20 and you will get a second set free. That is correct, you get two Smart Mops, six loaves of bread. That's a fifty dollar fucking value that you can get for 20 fucking dollars.

If you are looking for a best friend, you are looking for a Smart Mop.

M9 – Gain detergent, 'Revolving door'

Here's a fun fact: this single cup of Gain gives you more freshness than the whole bags of the soda stuff. Can add much freshness that **is gonna take some getting used to**. Cause it is a lot, ok? It's a lot of freshness.

Get irresistibly fresh with Gain.

Get even more Gain at a new lower price.

W10 – Tide Oxi 'Now you can tide that' ft Jonathan Scott

So we know Tide cleans clothes really well, but new Tide Oxi has more than 225 household uses inside and outside of the wash, so we gather 225 of the

dirtyest things we can find to put this stuff into the test. You stick some Tide Oxi and some water, and tide that and it turns out, you can tide that, you can tide that! You can tide that and you know what? You can tide that, too.

With this little top you can tide a lot of that.

Tide Oxi, NOW YOU CAN TIDE THAT.

M11 – Gillette 'Man's body'

A man's body isn't flat like a paved road, it's terrain, roughed and uneven. New Gillette body is our first razor built for male terrain with a rounded head for the trickiest. Three lubricating strips for more glide and the anti-slip grip for ultimate control. It's our first off-road razor built to take you where you wanna go. Confidently and comfortably new Gillette body, only from Gillette, the best a man can get.

M12 – Heineken, 'Rules' ft Neil Patrick Harris

You know Heineken light won the best tasting light beer at the 2013 World's Beer Championships?

Apparently there are rules about drinking beer in commercials, so I'm drinking over here. Ah! Tastes good.

I'm not wearing any pants by the way.

M13 – Stella Artois TV spot for World Trade Fair

(man voiceover)

The nation is ahead to show us the proudest achievements. Here's Germany. Konichiwa Japan. Complex science from the Serbians, but... wait! Six hundred

years of brewing tradition from Belgium.
From Belgium with pride.
Stella Artois. She is a thing of beauty.

M14- Lenscrafters TV spot, 'New Glasses'

How can you see yourself in new glasses without you glasses? At LensCrafters all you need is a camera and screen system, let you compare yourself in four different frames at the same time, making sure all vision choices are clear.
LENSCRAFTERS LOVES EYES.

M15 – Nike Jordan Shoes TV spot 'Dr Drain'

(man #1) Eh Oscar, you wanna run?
(Oscar) No.
(man #2) Dr Drain go for one.
(man #1) Dr Drain, ah? Can you shoe?
(man #2) Can the body flexing?
Lift your game – Superfly 2
TAKE FLIGHT

M16 – Toyota 4 Runner 'Keep it wild' TV spot, 'No Man's Land'

Welcome to No Man's Land. It's a place you've been before, but it's not on any map, so go out there, loose yourself and find the truth. We are all born wild.
Let's keep it that way.
TOYOTA, let's go places.

